

Business Voice

LAS VEGAS METRO CHAMBER OF COMMERCE | LVChamber.com | DECEMBER 2016

TOP TIER RESEARCH:

How UNLV's Technology Transfer is
Changing the World... and our Community

&

First look at

preview
LAS VEGAS



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PRESIDENT & CEO

U

NLV has embarked on an ambitious quest to attain top tier research status – a designation that few universities in the United States hold, and one that UNLV is pursuing at full speed.

UNLV's top tier journey is a point of community pride, as university-fueled research has spurred major economic development, job creation and innovation in communities and regions across the country. UNLV's efforts to increase its research capacity, as well as the commercialization of that research, is producing cutting edge scientific breakthroughs in which students, professors and scholars in residence are participating. Overall, it means tremendous economic potential for our region.

In 2016, UNLV's Division of Research and Economic Development filed 61 patents and secured major partnerships with Fortune 500 companies, including Lockheed Martin on the NASA Orion project and other space exploration programs, and DuPont on an exciting microbiology research project. In the last year, licensing revenue to UNLV doubled from \$126,000 in 2015 to \$252,000 in 2016, and research awards increased by more than seven percent to nearly \$34.5 million. As

you'll read in this month's cover story, these projects – as well as several others – are garnering national and international recognition for UNLV, as well as providing the foundation for new businesses, industries, jobs and economic output in Southern Nevada.

High yielding research universities have contributed in significant ways to our national economy, as well. Since 1980, more than 5,000 startup companies have formed from U.S. universities. During that same time period, more than 3.8 million jobs were created as a result of university and nonprofit patent licensing during that time. In 2014 alone, nearly one thousand new products based on university discoveries were introduced to the market. Recent data show that University research has made an impact of more than \$1 trillion on the U.S. gross industrial output from 1996 – 2013. These numbers support that we – as a business community – need to support UNLV's research and commercialization efforts as they continue to gain momentum in local, national, and international circles.

After all, supporting UNLV's research efforts gives support to our local university and is a point of community pride. But even more, it's good business.

"...we – as a business community – need to support UNLV's research and commercialization efforts as they continue to gain momentum in local, national, and international circles."

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Business Voice

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TOP TIER RESEARCH: 14

HOW UNLV'S TECH TRANSFER IS CHANGING THE WORLD AND OUR COMMUNITY



Chamber News



Reserve Your Booth to Put Your Brand on Blast

Preview Las Vegas is right around the corner, and there are several ways for you to get involved in the the Southern Nevada business community's premier conference and trade show. Preview is regarded as the place to get the business information you need to be successful in the coming year. Dynamic speakers, local economic experts, and industry leaders give you the tools and information you need to do business in Las Vegas. Attendees also have the opportunity to network with nearly 2,000 business professionals and executives, as well as connect with more than 100 exhibitors. Exhibit booths are available exclusively for Metro Chamber members in good standing. Exhibitors gain valuable brand exposure, generate new leads and business contacts, and renew business relationships. Preview Las Vegas will be held Tuesday, January 24, 2017, at the Thomas and Mack Center- Cox Pavilion, from 7:00 a.m. - 1:30 p.m. Tickets are on sale for \$65 for Metro Chamber members and \$85 for non-members. For more information, including ticket purchases and exhibitor registration, visit PreviewLasVegas.com or call 702.641.5822.

Last Chance! Prepay Your 2017 Dues

There is still one month left for Metro Chamber members to prepay their membership dues. By prepaying dues before December 31, 2016, members can get a head start on budgeting for 2017 and can take advantage of potential tax savings, as well as entered into a drawing for a free booth at Preview Las Vegas or a full-page ad in the *Business Voice*. A special event credit will also be given to any member prepaying their dues. Discounts are given for prepaying two or three-year memberships. For more information on prepaid dues or if you have not received your prepaid dues statement, contact the Metro Chamber accounting department at 702.641.5822.

Get the Facts: Marijuana Legalization Seminar Exclusively for Chamber Members

Question 2 on the Nevada ballot legalized the recreational use of marijuana, but what does it mean for your business, employees, and customers? Find out at an information-packed seminar Wednesday, December 14, from 3:30 - 5:00 p.m. at the Metro Chamber, presented by Mark J. Ricciardi, regional managing partner for Fisher Phillips' Las Vegas office. Ricciardi is considered one of the top labor and employment lawyers in Southern Nevada, and has been advising businesses and agencies in labor and employment matters since 1987. Be sure to stay ahead of the curve and attend the seminar, exclusively available to Metro Chamber members. To register, visit LVChamber.com.



Chamber Members, Find out What's Next at the Installation Luncheon!

Join the Metro Chamber as Bill Noonan, Senior Vice President of Industry and Governmental Affairs for Boyd Gaming, is sworn in as the chairman of the 2017 Board of Trustees. Noonan will share his vision for the Metro Chamber in 2017, as well as his insights on what's in store for the Las Vegas business community for the coming year. This luncheon is a great opportunity to connect with Metro Chamber leadership and gain insight into what you, as a Metro Chamber member and stakeholder in the Southern Nevada community, can expect for the coming year. The luncheon is Thursday, December 8, at the Cosmopolitan, from 11:30 a.m. - 1:00 p.m. For more information or to purchase your tables or seats, visit LVChamber.com or call 702.641.5822.

For Your Benefit



Holiday Shipping Made Easy for You and Your Employees with UPS Benefit

Metro Chamber members and their employees can save time and money this busy holiday season through special services and shipping discounts of up to 30 percent through UPS. Services include preferred rates on overnight, ground, international, freight, and standard shipping. You can also sign up to receive notifications, authorize drivers to leave packages, and reroute and reschedule deliveries. Through this benefit program, Chamber members can also access free packaging materials, easy reordering of shipping supplies, easy scheduling for pickups, tracking, and access to saved shipping history.

If you have an existing UPS account, you can tap into these discounts by linking your account. If not, creating an account with UPS only takes a few minutes. For more information on activating this member benefit for you and your employees, contact the membership team at 702.641.5822 or visit LVChamber.com. You can also listen to a short webinar on LVChamber.com/perks-discounts/ups.



What Does Your Future Hold?



The **Lee Business School** and the **Center for Business & Economic Research** present Southern Nevada's premier forum of economic analysis and insight—the **UNLV Economic Outlook**. Hear from industry experts Dr. Bo Bernhard and Dr. Stephen Miller as they unravel and interpret the economic data needed for decision and policy making in the new year.

UNLV 2017 ECONOMIC OUTLOOK

Tuesday, December 13, 2016

8:00-10:30 a.m.

M Resort Spa Casino

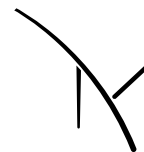
Tickets available at:

<http://cber.unlv.edu/outlook.html>

702.895.3191

Each paid registration includes an electronic copy of the Economic Outlook publication.

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News You Need



U.S. District Court Blocks Overtime Rule

The U.S. District Court blocked the implementation of the new U.S. Department of Labor overtime rule that was scheduled to take effect on December 1, 2016. The Court preliminarily enjoined the new rule that would have significantly changed the current overtime rates for exempted employees and would have affected all private sector employers, including small businesses, and nonprofits. The Metro Chamber strongly opposed the proposed administrative rule change that was being implemented by the Department of Labor, advocating against the proposed rule for more than a year beginning when it submitted a letter of opposition on September 4, 2015, and during its annual trips to Washington, D.C. The Chamber also urged its members to contact their representatives to block its implementation. Additionally, the Metro Chamber was an early supporter of Nevada Attorney General Adam Laxalt leading a coalition of 21 states in filing the lawsuit challenging the new rule.

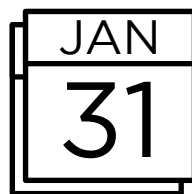
“This is an important ruling that benefits private and non-profit sector employers in all of

Nevada, and the country as well. Preventing the overtime rule from taking effect was the number one priority when the Metro Chamber was in Washington, D.C. talking to federal legislators, and the Chamber has continuously opposed the rule by way of its advocacy efforts ever since it was proposed. We are pleased that the overtime rule is preliminarily enjoined and that employers will not have to implement the dramatic and burdensome increases in labor costs as of December 1,” said Kristin McMillan, president and CEO of the Metro Chamber.



Save the Date: North Las Vegas State of the City Address

The North Las Vegas State of the City address will take place Thursday, January 26, from 11:30 a.m. – 1:30 p.m., at Aliante Hotel and Casino. Mayor John Lee will outline his vision for the City of North Las Vegas in 2017 and touch upon the achievements of the city from last year. The Metro Chamber is proud to partner with the City of North Las Vegas for this annual event. For more information, visit cityofnorthlasvegas.com.



IRS Reminds Employers of New January 31 Filing Deadline

The Internal Revenue Service (IRS) issued a reminder to small businesses and employers of a new filing date of January 31, for W-2 forms. The Protecting Americans from Tax Hikes (PATH) Act, enacted

last December, includes a new requirement for employers. They are now required to file their copies of Form W-2, submitted to the Social Security Administration, by January 31. The new deadline also applies to certain Forms 1099-MISC reporting non-employee compensation. In the past, employers typically had until the end of February, if filing on paper, or the end of March, if filing electronically, to submit their copies of these forms. The goal of this new federal law is aimed at making it easier for the IRS to detect and prevent tax refund fraud. For more information on the new filing deadline, contact the IRS at irs.gov or consult with your financial planner, tax preparer, or payroll service.



SBA Sets New Small Business Lending Records

The U.S. Small Business Administration (SBA) announced the lending numbers for fiscal year 2016, which indicated record levels of small business lending through the 7(a) and 504 loan programs. The numbers also displayed a significant increase in lending to women, veterans, and underserved communities. During FY 2016, the SBA approved more than 70,000 loans in the 7(a) and 504 programs, which provided \$28.9 billion to small businesses and supported nearly 694,000 jobs. Minority business owners received a record combined \$8.65 billion in 7(a) and 504-approved lending, and for the fifth consecutive year, 7(a) lending to women entrepreneurs also increased in dollar and volume, with nearly \$7.3 billion loaned. For more information, visit sba.gov.

National Small Business Week Applications Now Open

Are you a small business owner with an amazing success story to tell? If so, you can submit your nomination today for the 2017 National Small Business Week Awards. Since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners. As part of National Small Business Week, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs and small business owners throughout the United States. All nominations must be mailed or hand delivered to the nearest SBA office no later than 3:00 p.m. ET on January 10, 2017. For more information, visit sba.gov/nsbw.



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Eggs & Issues featuring U.S. Congressman Cresent Hardy



U.S. Congressman Cresent Hardy addressed attendees at Eggs & Issues about federal issues impacting the Southern Nevada business community. Immediately following the breakfast, Congressman Hardy participated in a round table discussion with President's Club members.

Customer Service Excellence Luncheon



The Metro Chamber, in partnership with the Las Vegas Convention and Visitors Authority, celebrated a year of record-breaking nominations for front-line employees throughout the Valley that make our city such a dynamic place to live, work, and visit. JJ Snyder of KTNV Channel 13's *Morning Blend* emceed a high-energy program that included live entertainment from the Australian BeeGees and the recognition of Jazz Woodward from the Downtown Grand as the Customer Service Excellence Person of the Year.

"WHAT ELSE CAN WE *DO*?"

Metro Chamber Board Member Receives National Recognition for Community Service



T Tyler Corder, CFO and COO of Findlay Automotive Group and Metro Chamber Board Trustee, has been nominated for the 2017

TIME Dealer of the Year Award. He is one of a group of 49 dealer nominees from 16,000 across the United States to be honored at the annual National Automotive Dealers Association Convention in New Orleans in January. Corder was selected to represent the Nevada Franchised Auto Dealers Association in the national competition.

Corder's legacy of community service and stewardship stems from a broad array of community organizations with missions to serve different needs within the community. His first board role was with Safe Nest, a local domestic violence advocacy and healing organization, and he has gone on to significant leadership roles with the Leukemia and Lymphoma Society, American Red Cross of Southern Nevada, the Foundation for an Independent Tomorrow, and the American Heart Association, as well as the Metro Chamber and the Southern Nevada Sports Hall of Fame Foundation.

He and the Findlay Automotive Group have also helped other organizations receive publicity and brand recognition for their efforts through partnerships with different media outlets, including the Findlay Community Spotlight on channel 8 in partnership with Cox and Fox 5's

Celebrity Spin Zone, which features a new non-profit organization every month. Supporting the community is part of the culture at Findlay Automotive, Corder explains. It helps them reach audiences, create a rapport within the community, and has helped bolster the organization's reputation as a trustworthy, community-focused organization. Aside from a generous corporate giving structure, Corder says the organization continually asks itself, "What else can we do?"

Corder's advice to young professionals and those looking to deepen their engagement within the community is to invest in a cause that interests them, or one to which they have a personal connection. He encourages them to volunteer and serve on committees, which gives organizations an introduction into their time commitment and what they can bring to the board. "You have to put yourself out there," he says, "and then stick with it."

The Metro Chamber is proud to have Tyler Corder on its Board of Trustees, and encourages members to get involved through its councils and committees, as well as seek out volunteer opportunities through Metro Chamber member nonprofit organizations. Find more than 60 nonprofit members online at LVChamber.com, on the Metro Chamber's business directory. For more information on volunteering with the Chamber, contact the membership team at 702.641.5822.

"...invest in a cause that interests [you], or one to which [you] have a personal connection."

Working for You

GOVERNMENT AFFAIRS
AND PUBLIC POLICY



ELECTION RECAP

Las Vegas Metro Chamber of Commerce members played an important role in the outcome of this year's election. You sent a clear message that employers are invested in Nevada's election process and care about public policy that is developed in our community. You helped ensure that a large number of business-friendly candidates were elected this week to the State Legislature, Clark County Commission, and several education boards. Nevada's employers are committed to preserving Nevada's pro-business environment, which is critical to the future prosperity of Nevada. As a result, the Metro Chamber's win rate for the 2016 Election Cycle is 88 percent. This is an impressive win rate. Thank you for all of your support and engagement that demonstrates that there is Strength in Numbers!

Congratulations to the following list of Chamber-endorsed candidates who were elected to serve our community. This list reflects a broad base of individuals who understand the needs of employers, support job creation, and are committed to a more prosperous future. The Metro Chamber looks forward to working with you with the objective of building a stronger and more prosperous Nevada for our employers and employees.

Also in regards to Ballot Question 5, Metro Chamber President and CEO Kristin McMillan issued the following statement, "The Las Vegas Metro Chamber thanks voters for renewing Fuel Revenue Indexing for 10 years in order to fund transportation projects in our region. By approving Ballot Question 5, Clark County voters have demonstrated their strong support of the transportation infrastructure improvements that are necessary for economic growth, and will also lead to improved road safety and the creation of thousands of good jobs in our community."

For more information on the Metro Chamber's endorsed candidates, visit LVChamber.com or call the government affairs team at 702.641.5822. To make a contribution to BizPAC, the Metro Chamber's bipartisan political action committee, visit LVChamber.com or contact Maisie Rodolico at 702.586.3846.

2016 LAS VEGAS METRO CHAMBER OF COMMERCE ENDORSED CANDIDATES ELECTION RESULTS

NEVADA STATE ASSEMBLY

AD 1	Daniele Monroe-Moreno	Democrat
AD 2	John Hambrick	Republican
AD 3	Nelson Araujo	Democrat
AD 6	William McCurdy II	Democrat
AD 7	Dina Neal	Democrat
AD 8	Jason Frierson	Democrat
AD 10	Chris Brooks	Democrat
AD 11	Olivia Diaz	Democrat
AD 13	Paul Anderson	Republican
AD 14	Maggie Carlton	Democrat
AD 15	Elliot Anderson	Democrat
AD 16	Heidi Swank	Democrat
AD 17	Tyrone Thompson	Democrat
AD 18	Richard Carrillo	Democrat
AD 19	Chris Edwards	Republican
AD 20	Ellen Spiegel	Democrat
AD 22	Keith Pickard	Republican
AD 23	Melissa Woodbury	Republican
AD 24	Amber Joiner	Democrat
AD 25	Jill Tolles	Republican
AD 27	Teresa Benitez-Thompson	Democrat
AD 28	Edgar Flores	Democrat
AD 30	Michael Sprinkle	Democrat
AD 35	Justin Watkins	Democrat
AD 36	James Oscarson	Republican
AD 42	Irene Bustamante Adams	Democrat

NEVADA STATE SENATE

SD 4	Kelvin Atkinson	Democrat
SD 7	David Parks	Democrat
SD 11	Aaron Ford	Democrat
SD 15	Heidi Gansert	Republican
SD 18	Scott Hammond	Republican
SD 19	Pete Goicoechea	Republican

CLARK COUNTY COMMISSION

CC A	Steve Sisolak	Democrat
CC B	Marilyn Kirkpatrick	Democrat
CC C	Larry Brown	Democrat
CC D	Lawrence Weekly	Democrat

CLARK COUNTY SCHOOL BOARD

Dist. A	Deanna Wright	Non Partisan
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BOARD OF REGENTS

Dist. 7	Mark Doubrava	Non Partisan
Dist. 13	John Moran	Non Partisan

STATE BOARD OF EDUCATION

Dist. 3	Felicia Ortiz	Non Partisan
Dist. 4	Mark Newburn	Non Partisan

COUNTY BALLOT QUESTIONS

Q #5	Fuel Indexing	YES
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Congratulations to the 24 honorees of this year's Business Excellence Awards, sponsored exclusively by Nevada State Bank. At this year's celebratory luncheon at MGM Grand, honorees received podium honors and Congressional certificates to honor their achievements in the community. In addition, six businesses celebrating milestone membership anniversaries with the Chamber were also recognized for their ongoing support of the business community. For more information or a complete list of honorees, visit LVChamber.com.

TOP TIER RESEARCH:

How UNLV's Technology Transfer is Changing the World... and our Community

In 1965, University of Florida's assistant football coach Dwayne Douglas posed a question to a physician at the university: why were so many of his players affected by heat, heat-related illnesses, and sudden weight loss during games? Dr. Robert Cade and his colleagues got to work at the university, testing football players and various hypotheses until they discovered two major factors in the decline of stamina and performance of the Gators: loss of fluids and electrolytes through sweat not getting replaced, and carbohydrate loss during physical activity that just wasn't getting replenished.

Their solution was a carefully balanced, scientifically formulated carbohydrate-electrolyte beverage to replace those lost by the Gators

during play. The end result was Gatorade. The product sold to PepsiCo, and yields the university about \$12 million a year from its 20 percent share of trademark royalties, totaling more than \$250 million over the lifetime of the agreement thus far.

The development, testing, and commercialization of intellectual property by universities has yielded significant and life-changing discoveries, including Perceptive Pixel (the developer of the touch-screen map used in many national cable news networks' election coverage) at New York University, a virtual endoscopy machine developed at Wake Forest University in North Carolina now licensed to GE Medical, and Somavert, a drug produced by Pfizer that counteracts the effects of the body's

overproduction of growth hormones, at Ohio University. On a local level, however, this type of research yields economic benefits, from high-paying jobs to commercial space, and the perpetuation of economic activity to the university and the communities in which they are located.

These types of intellectual property are significant revenue drivers for universities, helping to fuel more research and involvement and continue to churn these developments in science, medicine, and technology. Collaborations between students, professors, visiting scholars, and the community have advanced these breakthroughs, giving rise to solving real-world problems in pragmatic and precise ways – a win-win situation for communities, universities, and society.



Photo Credit: UNLV Photo Services, R. Marsh Starks

the key components to propelling UNLV to a top tier university for research, and will most certainly be a linchpin as it seeks out the Carnegie Tier One designation in the next few years. A strong research sector also helps attract top talent from around the world, in terms of students, faculty, visiting scholars, and other special projects. Top tier universities attract research projects from some of the world's most cutting edge industries and brands, as well, and UNLV is no exception. To help with that goal, UNLV launched an aggressive plan to increase research spending to \$150 million per year by 2025, nearly quadruple the \$40 million a year it currently spends (less than pre-recession levels of \$54 million, but in its fourth year of increased research spending).

The numbers from fiscal year 2015 demonstrate the dynamism of UNLV's growth as a research

UNLV, over the last few years, has been actively developing its tech transfer and commercialization arm, with some major partnerships under its belt. UNLV's Division of Research and Economic Development filed 61 patents in 2016 and secured partnerships with major *Fortune* 500 companies and organizations, including Lockheed Martin, DuPont, and NASA. Its office of economic development has identified several expertise clusters, including energy and the environment, infrastructure and technology, business and hotel administration, health, and education, that pinpoint areas of particular interest to the region and community and help solve real-world challenges.

In addition to these exciting scientific study areas, a robust and dynamic research center is one of



Photo Credit: UNLV Photo Services, R. Marsh Starks



Photo Credit: UNLV Photo Services, R. Marsh Starks

institution. Research and economic development activities increased for the fourth consecutive year, and research awards increased by more than seven percent to nearly \$34.5 million. Proposals also increased by two percent. Licensing revenue doubled from \$126,000 in FY 2015 to more than \$252,000 in FY 2016. Another critical metric for research institutions, especially those competing in top tier educational environments, is the number of doctoral degrees conferred, as these degrees require a strong research component. In FY 2016, 166 were conferred, an increase of nearly 13 percent from 2015.

These consistent upticks signify the continued momentum of the research produced and UNLV's overall research capacity.

In October, UNLV and Lockheed Martin entered into a commercially sponsored master agreement to support UNLV faculty and student work on NASA's Orion program and other Lockheed Martin space exploration projects. "This agreement with Lockheed Martin is exciting not just because it supports the development of our faculty and student innovations; there is also the intention to see these innovations applied

University Tech Transfer: Contributing to Our Economy

5,000

Startup companies that have spun off from U.S. universities since 1980

3.8 MILLION

Jobs created as a result of university and nonprofit patent licensing during that time

965

New products based on university discoveries introduced to the market by companies in 2014

80,000+

U.S. patents issued to research institutions over the past 20 years

\$1.1 TRILLION

Economic impact from 1996-2013 of university and nonprofit patent licensing on U.S. gross industrial output

\$518 BILLION

Economic impact from 1996-2013 of university and nonprofit patent licensing on U.S. GDP

more broadly,” said Zach Miles, UNLV’s associate vice president for economic development. The collaboration, spanning five years, will provide UNLV with up to \$5 million in funding to UNLV’s Howard R. Hughes College of Engineering through task orders commissioning work related to space exploration. This exciting train of research will give students the ability to work on some of the most cutting edge engineering projects in the research market today. Rama Venkat, dean of the College of Engineering, says, “This partnership will provide unique opportunities for our students to enhance their knowledge and research capabilities in exciting new areas and help accelerate the efforts of Lockheed Martin research activities and the nation’s ambitious space program.”

Sponsored research is taking place on several levels at UNLV. DuPont Industrial Biosciences is sponsoring UNLV microbiologist Brian Hedlund to research various microbes and their biological functions, primarily to find bacteria with enzymes that can particularly withstand high temperatures, such as those found in geothermal hot springs in Northern Nevada. The commercial and scientific applications for such research include materials that could degrade plastics, development of disease diagnostics and prophylactic drugs, and the development of biofuel technologies. UNLV students will also take part in the project, giving them hands-on access to this cutting edge sponsored research.

Sponsored research is just one facet of UNLV’s diverse research and economic development programming. Businesses can partner with UNLV to address challenges within their industries or businesses through industry-

sponsored research. It is working to expand its scope of public-private partnerships to actively address some of the region’s biggest challenges through mutually beneficial projects. The university’s Office of Economic Development maintains a list of available technologies, and is available for assistance and inquiries regarding faculty expertise and research interests.

Yet another arm of UNLV’s economic development office is tech transfer and development of intellectual property. Individuals interested in bringing their intellectual property to the marketplace can contact the office to vet the idea and research, as well as evaluate its viability in the marketplace. The office can assist with patenting the product once vetted, create business plans, and obtain copyrights and protections for the intellectual property. The Small Business Development Center (with several branches) helps with financing, licensing, and other necessary steps, as well.

With valuable public-private partnerships continuing to build and the caliber of research yielding quantifiable and real applications, UNLV is well on its way to reaching top tier status and taking the lead on addressing substantial challenges and issues that affect us on a local, regional, and global level.

Get Engaged!

Put your expertise and resources to work to assist UNLV’s tech transfer program. Here are a few ways for you or your company to get engaged with the UNLV Office of Research and Economic Development:

- Serve in an advisory or support role, or as a subject matter expert for a specific piece of research conducted at UNLV.
- Fund a research project, or part of one, that may have an impact on your business or a field of study about which you are passionate.
- Volunteer through the Technology Assessment Committee, where engaged members of the business community help vet ideas and apply practical and commercial usage strategies to them.
- Participate in the annual UNLV Research Week each October to celebrate the research initiatives and accomplishments of the faculty and students

For more information on how you or your company can get involved, visit unlv.edu/research.

In The Know

THE GLITZ OF BUSINESS SUCCESSION PLANNING IN VEGAS

B

right lights, world class hotels, shows and entertainment for all. Nevada is recognized for the tourism, gaming, and entertainment that dominates Las Vegas. However, there are many smaller industries flourishing, as well. In fact, Nevada has a unique business environment that attracts small and family-owned businesses. For this reason, the “what happens in Vegas stays in Vegas,” slogan may be aptly applied to businesses and personal wealth in the state of Nevada as a whole, by virtue of its favorable trust, asset-protection, and income-tax laws.

Nevada is an attractive destination for new businesses, as well as for legacy businesses where succession planning is a motivating factor. Whether the current goal is income-tax efficiency, asset protection, or transitioning to future generations of the family, business owners should be aware of the protections and planning strategies available to them under Nevada law:

IRREVOCABLE TRUSTS

An irrevocable trust, generally speaking, cannot be terminated or modified after it is funded. In other jurisdictions, once a business owner transfers company interests into an irrevocable trust, they typically

no longer benefit from ownership of the transferred assets or from the trust at all. However, Nevada trusts may be structured to benefit the individual(s) creating and transferring assets to the trust. Residents of Nevada, and non-residents who utilize a Nevada trustee, may avail themselves of the protections afforded by these self-settled trusts.

CREDIT PROTECTION LAWS

In addition to Nevada's lack of state income tax, its creditor protection laws as applied to transfers to trusts currently make it one of the most attractive jurisdictions in the United States for asset protection trust planning. Nevada imposes only a two-year statute of limitations on most transfers made to trusts, and no affidavit is required by the transferor with regard to solvency after a transfer is made. Moreover, there are no exceptions to Nevada's spendthrift statute for spouses, children, pre-existing or future creditors, or anyone at all, after the statute of limitations expires.

LEGACY TRUST PLANNING

Certain trusts are created to transfer business ownership to the next generation and beyond. Under the laws of many states, trusts must be abolished and trust assets distributed no later than 90 years

after creation, or in other states, upon the death of a grandchild. In such states, trust assets are then forced back into the income tax base and taxable estates of trust beneficiaries and any asset protection provided by the trust is lost. These distributions are often also subject to the generation-skipping transfer tax, currently imposed at a 40 percent rate.

Contrast this with trusts administered in Nevada that may exist for 365 years. What happens in Nevada stays in Nevada!

Business succession planning takes time to develop. Business owners should consider the unique planning opportunities available in Nevada and discuss them with their tax and legal advisors, even if they don't have plans to sell or transfer a business for many years to come. Having a plan in place can protect you – and your heirs – from future unforeseen circumstances and can provide peace of mind while you continue to work and grow your business ... under the bright lights of Las Vegas and Nevada.



*By Daniel G. Wani,
Managing Director
of Trust and Wealth
Planning, The Private
Client Reserve of U.S.
Bank*

You could be making extra money this holiday season.



Doing something that doesn't involve a Santa costume.
(Unless you're feeling really festive)



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What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **DECEMBER.**

How to Register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

CHAMBER UNIVERSITY

DECEMBER 2
Procurement 101:
How To Do Business with Public Agencies

DECEMBER 9
Snapchat for Your Business

1

THURSDAY, DECEMBER 1 **PRESIDENT'S CLUB RECEPTION AT TOPGOLF**

During this exceptional meet-and-greet experience, members can build high-level business relationships, create a dialogue with Nevada's local and state elected officials, and enjoy one of Las Vegas' newest and most talked-about hotspots.

5:30 – 7:30 p.m.

Top Golf

4627 Koval Lane

Complimentary to President's Club members and their guests
Exclusive Sponsor: Bank of Nevada

5

MONDAY, DECEMBER 5 **VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

6:30 – 8:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Complimentary for guests

\$63 to join, \$39 every six months.

Presenting Sponsors: Cox Communications and
UnitedHealthcare

6

TUESDAY DECEMBER 6 **K-12 EDUCATION POLICY COMMITTEE MEETING**

Nevada's Superintendent of Instruction Steve Canavero will discuss the implementation and progress of the Governor's education reform efforts adopted in the 2015 Legislative Session.

9:30-10:30 a.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Free and exclusive to Metro Chamber members and their employees

6

TUESDAY, DECEMBER 6 **CHAMBER CONNECTIONS**

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. This is a place for professionals to grow their network and their businesses by sharing contacts, referrals and ideas.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact chamberconnections@lvchamber.com or call
702.641.5822 for space availability and cost.

7

WEDNESDAY, DECEMBER 7 **POLICY COMMITTEE MEETING:** **HIGHER EDUCATION**

The College of Southern Nevada's Division of Workforce and Economic Development was established to meet the training needs of Southern Nevada's workforce and employers. Dr. Michael D. Richards, College of Southern Nevada President; Dr. Hyla Winters, College of Southern Nevada Vice President of Academic Affairs; and Craig Van Collenberg, Director of Apprenticeship Studies & Safety Programs, will address the committee.

2:00 – 3:30 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Free and exclusive to Metro Chamber members and their employees

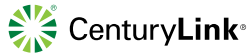
00 - CHAMBER EVENT

00 - VYP EVENT

December Sponsors:



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8

**THURSDAY, DECEMBER 8
BOARD OF TRUSTEES
2017 INSTALLATION LUNCHEON**

Join the Las Vegas Metro Chamber of Commerce as Bill Noonan, Senior Vice President of Industry & Governmental Affairs for Boyd Gaming Corporation, is sworn in as Chairman of the 2017 of the Metro Chamber Board of Trustees. He will share his vision for the Metro Chamber in 2017 as well as his insights on what's in store for the Las Vegas business community for the coming year.

11:30 - Noon Registration & Networking

Noon - 1:00 Program

The Cosmopolitan of Las Vegas

3708 Las Vegas Blvd. S.

\$65 Chamber members

\$75 Non-Chamber members

\$75 Walk-ins

\$650 Table of ten

Sponsors: Boyd Gaming Corporation, CenturyLink, Kaercher Insurance, KNPR Nevada Public Radio, NV Energy, Vegas PBS and Wells Fargo

9

**FRIDAY, DECEMBER 9
K-12 EDUCATION POLICY COMMITTEE**

During this session, Metro Chamber members will hear from Adam Johnson, Director of Growth Development and Partnerships with Teach for America - Las Vegas Valley; Daniel Tafoya, Director of Office of Charter Schools, CCSD; Jana Wilcox, Superintendent of the Nevada Achievement School District; and Patrick Gavin, Executive Director at the State Public Charter School Authority on charter schools in the Valley and how the business community can engage.

11:00 - 12:30 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Free and exclusive to Metro Chamber members and their employees

12

MONDAY, DECEMBER 12

VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See December 5

14

WEDNESDAY, DECEMBER 14

LEGALIZING MARIJUANA: WHAT IT MEANS FOR YOUR BUSINESS

Recreational marijuana has just become legal in the State of Nevada. What does it mean for your business, customers, and employees? At this information-packed, member-exclusive seminar, Mark Ricciardi, managing director at Fisher Phillips, will discuss what you need to know.

3:30 - 5:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

\$10 - Metro Chamber members

15

THURSDAY, DECEMBER 15

PREVIEW LAS VEGAS EXHIBITOR WORKSHOP

Want to get more information on making the most of your exhibiting experience at Preview Las Vegas this year? Or, are you interested in exhibiting at Preview but would like to get more information first? Learn more about show day and set-up logistics, exhibiting and marketing tips, social media suggestions, best practices from previous exhibitors, important venue information, and valuable information from the show partner.

3:30 - 4:30 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park, Suite 100

Complimentary to Preview exhibitors and interested exhibitors

20

TUESDAY, DECEMBER 20

CHAMBER VOICES TOASTMASTERS

See December 6

20

TUESDAY, DECEMBER 20

CHAMBER CONNECTIONS

See December 6

SAVE THE DATE!

THURSDAY, JANUARY 12

Save the date for a procurement workshop on doing business with the federal government, NASA and their prime subcontractors. Details to be announced in the coming weeks.

1:00 p.m. - 4:00 p.m.



TUESDAY, JANUARY 24

Thomas & Mack Center - Cox Pavilion

7:00 a.m. - 1:30 p.m.

Tickets: \$65 - Chamber Members | \$75 - Non-Members

Reserve today at LVChamber.com.

preview

LAS VEGAS

Now Announcing...



THE STAT PACK LIVE:

featuring

Mike PeQueen, Managing Director, Partner, HighTower Las Vegas, and **John Restrepo**, Principal, RCG Economics

**Key economic insights and trends
you need to know as a Southern Nevada
business leader**



LAS VEGAS CONVENTION AND VISITORS AUTHORITY

featuring

Rossi Ralenkotter, President/CEO

**What's next for Southern Nevada's tourism industry, including the convention
center expansion and the Las Vegas Business District**



BROOKINGS INSTITUTION

featuring

Dr. Robert Lang, Executive Director, Brookings Mountain West and

Dr. John Hudak, Senior Fellow in Governance Studies and Deputy Director of the Center for Effective Public Management, Brookings Institution

**The Metropolitan Revolution Continues:
A powerhouse dialogue about ways to move our region
forward in the global economy, and how the business
community can engage**

And More to Come!



TUESDAY, JANUARY 24, 2017

7:00 a.m. – 1:30 p.m.

Thomas & Mack Center – Cox Pavilion

RESERVE YOUR BOOTH OR TICKET TODAY!

Exhibiting at Preview Las Vegas gives you access to nearly 2,000 high-powered business professional empowered to make purchasing decisions on behalf of their companies, and gives your brand a significant boost. Exhibitor opportunities available exclusively to Metro Chamber members.

Tickets: \$65 – Chamber Members | \$75 – Non-Members

Reserve today at LVChamber.com or by calling 702.641.5822

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The Howard Hughes Corporation | Nevada Broadcasters Association
Nevada Business Magazine | Nevada Drug Card | Nevada Public Radio
UNLV – Lee Business School | Vegas PBS**

President's Club

(B) Greg Korte

President - The Korte Company

With more than 32 years of experience in the construction industry, Greg Korte is President of The Korte Company's Las Vegas division. Greg is Board Chair of United Way of Southern Nevada, as well as a member of the NAIOP Government Affairs Committee, Las Vegas Chapter of World Presidents' Organization, and the Las Vegas Metro Chamber of Commerce. He has illustrated his commitment and dedication to the industry, as well as to the community. Korte attributes his work ethic, motivation, and to "always do the right thing," to his father - who founded the company 58 years ago.

(A) Stefan Gastager

President - Hofbraufaus Las Vegas

Stefan Gastager visited Las Vegas in 2000 and decided to introduce high-quality Bavarian food, premium beer and coziness - "Gemutlichkeit" - to the country at a location that would appeal to tourists and locals. Partners Klaus Gastager, Franz Krondorfer, and Anton Sinzger spent three years making Hofbrauhaus a reality. They have created an authentic replica of the Munich Hofbrauhaus that was originally commissioned in 1589 by King William V.



(D) Ryan Woodward

Las Vegas Area Manager, SVP - JPMorgan Chase

Ryan Woodward came to Las Vegas to build business banking for JPMorgan Chase. He serves as area manager and in-market executive for the bank, and is responsible for ensuring the bank is helping business owners receive the banking services they need to sustain and grow their business. Woodward attended University of Utah and received his degree in finance and completed his MBA at Brigham Young University. Ryan and his wife are glad for the opportunity to live and grow in Las Vegas.

(C) Kim Sonerholm

Senior VP, Sales, Account Management & Marketing - UnitedHealthcare

Kim Sonerholm is Senior Vice President of Sales, Account Management and Marketing for UnitedHealthcare in Nevada. She started working for Sierra Health Services 23 years ago, prior to its merger with UnitedHealth Group, working in provider and network relations, customer service, and in an administrative capacity at Southwest Medical Associates. Dedicated to helping people nationwide live healthier lives by simplifying the health care experience, UnitedHealthcare is Nevada's largest health insurer, offering health coverage through Health Plan of Nevada, Sierra Health and Life, Senior Dimension, and Medicare Complete.

Spotlights

(E) John Guedry

CEO - Bank of Nevada

John Guedry has more than 30 years of experience in financial services in Nevada. Prior to joining Bank of Nevada, he was CEO and President of Business Bank of Nevada until it was purchased by City National Bank, where he remained as Executive Vice President. Guedry has served on the boards of Opportunity Village, the Public Education Foundation, Juvenile Diabetes Research Foundation and Las Vegas Bowl, and is current chairman of the Metro Chamber's board of trustees. He earned a bachelor's degree in business management from University of Nevada, Las Vegas.



(F) Patrick Byrne

Administrative Partner - Snell & Wilmer, LLP

Patrick Byrne has been with Snell & Wilmer since 1988. In 2001, he opened the firm's Las Vegas office. Byrne has served as a member of the standing committee on judicial ethics and election practices for the State of Nevada. He has also served as the president of the board of trustees of the Las Vegas Boys & Girls Club Foundation. Byrne earned his law degree with high distinction from the University of Kentucky.

(G) Mike PeQueen

Managing Director, Partner - HighTower Las Vegas

Mike PeQueen, CFA, CFP is Managing Director, Partner of HighTower Las Vegas, one of the most experienced wealth management firms in the western United States. Previously, he served as Senior Vice-President and Senior Portfolio Manager at Merrill Lynch. PeQueen completed his undergraduate degree in Finance at UNLV and his Masters in Finance and Banking at Boston University. In addition, he holds the prestigious Chartered Financial Analyst and Certified Financial Planner designations.



(H) Jackie Thompson

Community Affairs & Grassroots Regional Leader - Southwest Airlines

Jackie Thompson is the Corporate Community Affairs & Grassroots Regional Leader for Southwest Airlines. She oversees community outreach for the carrier, focusing on business, leadership, and social advocacy. She launched her career at Southwest in 1994 and was one of the first members to join the corporate community affairs team in 2004. Thompson is the past chair of the Arizona Foundation for Women and former chair of the Board of Directors for the Tempe Chamber of Commerce.

Member to Member

Challenges to Ponder When Hiring Seasonal Employees

T

he holidays are almost upon us, and for retailers, 'tis the season to hire extra help.

Because finding seasonal help can often present challenges, some employers choose to use employment agencies as a means of bolstering its workforce, rather than going through a lengthy interview process or spending money advertising for temporary positions. This arrangement has been an efficient way for the retail industry to manage typical business fluctuation during the holidays. But two recent decisions from the National Labor Relations Board (NLRB) have made the practice of retaining temporary workers more ambiguous, especially in franchise situations.

Last year, the NLRB revised the standards for deciding if two entities could be considered employers for the same group of people, also known as joint employment. This is a concept that affects temp workers and franchise retailers and has raised meaningful concerns regarding whether the NLRB plans to force more retailers to bargain with unions. Such concerns are well justified because we have seen an increase in NLRB charges filed against franchises in which joint employer issues are raised.

In July of this year, the NLRB again addressed joint employment issues with respect to temporary workers.

In that decision, the NLRB overturned board precedent that basically prevented a temporary employment agency and the company using the temporary employees from being treated as employers of the same group of employees.

These two decisions signify a monumental shift in determining joint employment under the National Labor Relations Act and unquestionably make it easier for unions to become the exclusive representative of individuals working for multiple employers. If such representation is achieved, then both "employers" will be required to bargain the employees' terms and conditions of employment with the union.

It's easy to see how two separate employers could face challenges in negotiating a single labor contract. The practice also exposes employers to more risk and liability for unfair labor practices.

In the grand scheme of things, these recent NLRB decisions will lead many business owners to question hiring temporary employees. This may also force companies to directly employ the supplementary workforce instead of turning to a staffing company.

Due to the shifting landscape of joint employment, companies should review their current relationships with temporary staffing companies

to determine if they could be viewed as a joint employer and be drawn into a union election by using temporary employees.

Irrespective of their findings, the practicalities of these affairs in the contemporary economic climate will make it hard to circumvent all potential risk. That is because the NLRB could find a joint employer relationship if a retailer and staffing company both have the right to indirectly determine matters governing the essential terms and conditions of employment. This includes the right, even if not exercised, to control employees by rejecting them or discontinuing use of assigned employees.

While businesses must weigh the necessity of using temporary employees against the risks of doing so, it could be advantageous for some companies to have conversations with their vendors on developing and putting into effect traditional union-free approaches with respect to the non-traditional work force. If the staffing agency heeds the concerns of its employees and responds appropriately, the prospect that the staffing company personnel will pursue third-party representation diminishes.



*By David Dornak,
Attorney,
Fisher Phillips, LLP*

Want to help your colleagues, family and friends **SAVE UP TO \$100?**



Thanks to an exclusive Las Vegas Metro Chamber of Commerce benefit,
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Member News

RED - PRESIDENT'S CLUB MEMBER



Announcements



City National Bank has hired Bernadette Guinn as vice president and private client manager for its Private Client Services team. Guinn is a longtime private banking professional who joins the bank with 28 years of experience.



CBRE promoted Greg Tassi to the position of Senior Vice President in the firm's Las Vegas industrial practice area. In his more than 14 years with CBRE, Tassi has amassed more than \$400 million in transactions.



DC Building Group promoted Dave Teator to vice president of operations for the company. In his new role, Teator will be responsible for overseeing the day-to-day company operations and management policies.

Lewis Roca Rothgerber Christie LLP earned national top tier recognition for its commercial litigation, banking and finance litigation, real estate litigation, and trademark law practices in the 2017 Best Law Firms rankings released online by U.S. News & World Report and Best Lawyers.

Fisher Phillips' Las Vegas office received "Metropolitan Tier 1 Rankings" for Labor Law and Litigation by U.S. News - Best Lawyers®.

Howard & Howard Attorneys PLLC was ranked in the 2017 "Best Law Firms" list by U.S. News & World Report and Best Lawyers®.

Phillip Dunning, CCIM of **Colliers International**, was appointed as president of the 2017 Board of Directors for the Southern Nevada CCIM Chapter.

Congratulations

Dignity Health-St. Rose Dominican's Siena campus received the American College of Cardiology's NCDR ACTION Registry-GWTG Platinum Performance Achievement Award for 2016 and the San Martin campus has received the Silver Performance Achievement Award.

Houldsworth, Russo & Company celebrated 20 years of service to Las Vegas. The accounting firm provides accounting services and strategic planning consultation to businesses throughout the Las Vegas Valley and specializes in serving the unique needs of nonprofit organizations and small businesses.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Upcoming Events

Santas will take over Downtown Las Vegas for the 12th annual iconic Las Vegas Great Santa Run benefiting **Opportunity Village** on Saturday, December 3. This year, Human Nature will join Opportunity Village's "OVIPs" as the Grand Marshals of 2016. The Strip's famed Chippendales will serve as the Grand Marshals for the one-mile Kris Kringle Jingle Walk. For more information, visit LVSantaRun.com.

Join the **UNLV College of Education** for the second annual Summit on Nevada Education on Monday, December 5, from 9 a.m. – 2 p.m. at the UNLV Student Union Ballroom. This Summit will be an open forum to share ideas, challenges and lessons on how to effectively and equitably improve K-12 and higher education, and to collaborate across political and ideological lines. For more information visit education.unlv.edu/edsummit or email Sheila Bray at sheila.bray@unlv.edu.

Wheeling and Dealing

Plasticard Locktech International (PLI) announced plans to add a third shift that will immediately add up to 50 new jobs to its 300-employee workforce. Additionally, PLI launched a brand new innovative and sustainable product made of chalk, the PLI-Nu eCard, that will serve as an environmentally-friendly alternative to PVC plastic products.

Commercial Executives Real Estate Services represented Sobel Properties, LLC in the leasing of 10,337 square-feet of office space, located at 7785 W. Sahara Ave. The transaction is valued at approximately \$284,092.

Amerigroup Nevada was awarded a new contract by the Nevada Department of Health and Human Services and the Division of Health Care Financing and Policy to continue serving members who participate in the state's Medicaid managed care program.

Community Service

Station Casinos joined **Clark County School District** Superintendent Pat Skorkowsky and principals representing the 10 Smart Start elementary schools at a special breakfast reception to celebrate the 16-year community partnership. Each of the 10 school principals were presented with a \$10,000 donation.

City National Bank provided holiday support to **HELP of Southern Nevada**, along with several other nonprofit groups, with donations totaling more than \$15,000.

United Way of Southern Nevada's Women's Leadership Council's 9th Annual Women's Fall Suit Drive was a complete success with an incredible 11,359 professional items collected in the **NV Energy** parking lot.

McDonald's Southern Nevada owner operators will award 110 teachers, grades K-8, with a total of \$50,000 for its annual Make Activities Count Grants program, which provides local teachers an opportunity to fund an activity which gives students a unique learning experience.

Simmons Group and Grand Canyon Development Partners are partnering for a holiday donation drive to benefit **The Shade Tree of Las Vegas**, a local shelter that touches the lives of more than 6,000 women, children, and their pets every year. For more information, visit theshadetree.org.

Through the end of the year, donations made to **Three Square Food Bank** will be matched, dollar-for-dollar, by generous local business that are part of the \$150,000 Holiday Match Challenge.

Ribbon Cuttings

PC - President's Club **\$** - Chamber Member Discount



SCANDALS SPA AND SALON

Scandals Spa and Salon has 47 hair stylists, 12 nail techs, four aestheticians, Botox, weight loss products, and permanent makeup artists. Scandals' vision is a "drama free" salon environment where clients feel welcome while enjoying top-notch services. Call 702.367.3930 or visit scandalssalonandspa.com.



CORAL ACADEMY OF SCIENCE

Coral Academy of Science announced its Centennial Hills campus location. CASLV provides a safe, rigorous college preparatory environment that promotes social responsibility and a culturally diverse community dedicated to becoming lifelong learners bound for success. Call 702.685.4333 or visit caslv.org.



AMORINO GELATO LAS VEGAS

Amorino Gelato Las Vegas commemorated its second location, at the Linq Promenade. Amorino is considered to be one of the best high-end gelato brands and is known for its flower-shaped gelato, all-natural quality flavors and ingredients, and certified gluten-free and vegan options. Call 702.684.7188 or visit amorino.com.



DESERT PARKWAY BEHAVIORAL HEALTHCARE HOSPITAL

Desert Parkway Behavioral Healthcare Hospital announced its expansion with a ground breaking. It is an 83-bed licensed acute psychiatric hospital dedicated to providing high quality behavioral and addiction treatment to those in need in Southern Nevada. Call 702.776.3500 or visit desertparkway.com.



HONORSOCIETY.ORG

HonorSociety.org is one of the leading college honor societies helping members maximize their academic, leadership, and networking potential. Event speakers include community leaders such as the Mayor of Los Angeles, U.S. World Cup Soccer players, and entrepreneurs. Call 888.805.3851 or visit honorsociety.com.



TWO ON VEGAS

Two on Vegas is a weekly, half-hour magazine/reality television show, centered around life and business in Las Vegas. The co-hosts will showcase the Strip, concerts, backstage interviews, sneak peeks into exclusive clubs, and interviews with industry leaders. Call 702.990.3847 or visit studioproductioncenter.com.

SPONSORED BY:



To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



ROCKIN' JUMP LAS VEGAS

Rockin' Jump Las Vegas is the ultimate indoor trampoline park. It provides a safe environment with open jump arenas, trampoline dodgeball, slam dunk zone, private party rooms, and food for birthday parties, family gatherings and reunions, and corporate retreats. Call 702.553.0744 or visit lasvegas.rockinjump.com.



AFFILIATED PHYSICAL THERAPY

Affiliated Physical Therapy has four locations that teach and show the tools necessary for aiding on a path to rapid recovery. It strives to provide the highest level of quality healthcare and has been awarded as one of the top physical therapy practices in Henderson. Call 702.209.0069 or visit apthealthy.com.



NORTH LAS VEGAS BALLET THEATER

North Las Vegas Ballet Theater, located at 205 W. Centennial Pkwy., Suite 120, celebrated its grand opening. North Las Vegas Ballet Theater is a classical ballet school. It has more than 27 years of dance teaching experience and offers classes for ages 12 months to adult. Call 702.965.2071 or visit nlvbt.com.



SOUTHWEST MEDICAL ASSOCIATES

Southwest Medical Associates commemorated its Oakey Health Care Center. This new centrally-located health center provides Las Vegas with convenient access to high quality health care services, with a wide range of health services for both adults and children. Call 702.877.5199 or visit smalv.com.



VEGAS NEVER SLEEPS WITH STEVEN MAGGI

Hear about those things that only happen in Vegas, as well as how this oasis in the desert has transformed into a visitor's paradise welcoming more than 42 million tourists each year. Maggi's approach is a blend of genuine curiosity, a keen interest in his guests, and an easygoing vibe. Visit stevenmaggishow.com.



FREEDOM CARE

Freedom Care has unique solutions that allow its clients to gain control over their healthcare expenses and lower their costs, giving clients their choice of multiple plan designs to meet their needs and budget. Call 800.589.6383 or visit freedomcarebenefits.com.

Ribbon Cuttings

PC - President's Club **\$** - Chamber Member Discount



LABELLA NAPOLI PIZZERIA

LaBella Napoli Pizzeria, located in Town Square, serves authentic Italian cuisine with gourmet pizzas, pastas, and desserts along with a full bar and wine list. It has three patios overlooking Town Square Park and can be utilized for private parties or business meetings. Call 702.202.6688 or visit labellalv.com.



ELITE MEDIA

Elite Media proudly announced its newest double-sided billboard located at the entrance to Craig Ranch Regional Park in North Las Vegas. This public-private partnership with the City of North Las Vegas is a dynamic addition to the Elite Media space available to the business community. Call 702.492.0645 or visit elitemediainc.com.



DESERT RADIOLOGY

Desert Radiology is pleased to offer Genius 3D Mammography that has proven to detect more invasive breast cancers and reduce false positives. Desert Radiology provides medical imaging excellence with an unwavering commitment to integrity. Call 702.759.8600 or visit desertrad.com.

PC



AINSWORTH GAME TECHNOLOGY

Ainsworth Game Technology announced the grand opening of its North American headquarters. It is a leading-edge designer of innovative gaming machines offering a wide range of gaming products including stand-alone, progressives and linked games. Call 702.778.9000 or visit ainsworth.com.



WCF INSURANCE

WCF Insurance provides exceptional insurance services to its policyholders, business partners, workers, and others it serves. It demonstrates uncompromising commitment to corporate responsibility in all it does. Call 800.446.2667 or visit wcf.com.



ASSISTANCE LEAGUE OF LAS VEGAS

One of Assistance League of Las Vegas' programs is Home of Operation School Bell, which provides new clothing, shoes, and more to thousands of K-8 students in need. Assistance League's Thrift Shop is staffed and managed entirely by its member volunteers. Call 702.870.2002 or visit allv.org.

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To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



HENDERSON INTERNATIONAL SCHOOL

Henderson International School, located at 1165 Sandy Ridge Ave. in Henderson, celebrated the PTA's greenhouse dedication so its students can grow their understanding of life science. Call 702.818.2100 or visit hendersonschool.com.



GRANT A GIFT AUTISM FOUNDATION

Grant A Gift Autism Foundation announced its new facility in partnership with the UNLV School of Medicine. It helps children, youth, and their families fight autism by providing diagnostic and treatment funding, support services, vocational training, transition planning, and education. Call 702.564.2453 or visit grantagiftfoundation.org.



NEUROGENX NERVE CENTER LAS VEGAS

Non-narcotic, non-surgical and non-invasive, Neurogenx provides electro-medical treatment that relieves neuropathy symptoms and severe neuromuscular pain by safely using cutting-edge, high-frequency electronic waves to gently reach deep down through muscle and tissue. Call 702.878.2441 or visit neurogenx.com/lasvegas.



SYNTHETIC TURF PRODUCTS

Synthetic Turf Products celebrated its 15th anniversary with its friends and family. It is the premier turf supplier in Nevada. No project is too small or too large. Call them today to help you with turning your yard or facility green. 702.367.TURF or visit syntheticturfproducts.com.



OIL & VINEGAR

Oil & Vinegar announced its grand opening with Commissioner Susan Brager, representatives from The Howard Hughes Corporation, friends, and family. Shop for specialized oils, salad dressings, cheeses, aged vinegars, party supplies, gifts, and accessories from every region of the world. Call 702.743.1891 or visit oilandvinegar.com.



GOODWILL OF SOUTHERN NEVADA

Goodwill of Southern Nevada opened its second Déjà Blue Boutique, located at 10624 S Eastern Ave. Offering an upscale shopping environment, it features donated, brand name, fashion-forward designer clothing, shoes, accessories, and household decorative items at a fraction of their retail value. Visit goodwill.vegas.

CSN DEBUTS NEW BUSINESS LABORATORY FOR STUDENTS

The College of Southern Nevada recently debuted a new, state-of-the-art business laboratory that is intended to help students learn to compete in the international high-pressure business environment.

The new Interactive Business Lab on the College's North Las Vegas Campus has been in the works for several years now. It features technology that will allow faculty to create simulations of the real business world. Students will be able to work with teams and groups, participate in international discussions via videoconferencing, and share information electronically in real-time with one another.

"One of the unique features is it's a completely wireless environment," said Clarissa Cota, chair of the Business Administration Department. She explained that each student will be provided with a tablet that will

allow them to be connected to one another, as well as to the large video screens placed throughout the room.

Start-up funding was provided by a federal Perkins Grant through the Department of Education. Other funds were provided by CSN, and much help came in from the community, including the technology companies Ideabox and Crestron. But the idea was hatched long before building started.

To explore how the college could offer the best education to its students possible, we sent faculty to visit Stanford University, which has a similar space for business students. They took that elite university's idea, modified it specifically to fit the needs of CSN's students, and went about reworking an existing classroom.

With the cooperation of many departments at the college, including the Facilities Department and the Office of Technology

Services, the classroom was completely remodeled. In addition to the wireless technology and video screens, it also features mobile seating and moveable dividers to allow the creation of a "virtual conference room."

The College expects that several different types of courses will be held in the new laboratory, including introductory business classes, marketing and management courses, and possibly meetings of various college interest groups.

Cota said the laboratory will be watched closely and modified, as needed.

"The space itself allows for a variety of teaching techniques and methods to be utilized," she said. "And the best part is that it is adaptable as our needs and technology changes."

For more information on the College of Southern Nevada's new laboratory, visit csn.edu.

*Wake
up your
smart.*



npr.vegas



Speed Dating for Small Business

A Rapid Resource Business Event

**Thursday, December 8, 2016
4 p.m. – 5:30 p.m.**

Vegas PBS Campus 3050 E. Flamingo Rd.
Las Vegas, NV 89121

Get Your Questions Answered By the Experts:

- How do I get training for my new employees?
- How do I get a business license?
- How are business taxes calculated?
- Do I need business insurance? How much? What type?
- What are the wage/hour laws in Nevada?
- How do I get on the list to receive government contracts?

RSVP to Akita McCulloch at
amcculloch@VegasPBS.org
or 702.799.1010 x5369

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DECEMBER COMMUNITY OUTREACH PROJECT

**DECEMBER 18
THE SHADE TREE
1:00 – 3:00 p.m.**

1 W. Owens Ave.
North Las Vegas, NV
89030

**For more
information,
visit
VegasYP.com.**

Organizing Your Resume and Goals for 2017

By: Matthew Lindsey, VYP Marketing Chair & Entrepreneur

2017 is moments away. As with years past, the top of each New Year marks a new beginning. As Antoine de Saint-Exupery prophetically said; *"A goal without a plan is just a wish."* Now is the time to start preparing for your success.

As we outline some goals for the upcoming year, let's start with a personal challenge to grow your resume by adding some additional honors that will help you stand out to a recruiting agent. These should be measurable milestones you can use to outline your skills. Crush a sales goal, get certified in (another) specific skill that can bring added value to your position and your company, or get that esteemed "employee of the month/ year" title. Remember, this is a critical opportunity to highlight your skills and how they could be applied practically to the company's benefit.

I've mentored many entrepreneurs and employees on the soft skills needed to be successful in the marketplace. One of the most common questions I get when on the topic of resumes is, "Which format do I need to use - chronological, functional, combination, or targeted?" With each passing year, the consensus changes. The most widely used is chronological, but it is suggested you write to your audience and industry.

I personally favor the combination format and have two versions - a graphic edition (well, I *am* in marketing) with lots of colors, graphs, and eye-catching graphics (including my photo), and a standard text-only version, which focuses on key-word specific headlines and language. The first is ideal when it is being handed to the hiring manager in person, the latter option is best used when uploading your resume to medium and large companies that use software programs to sift through thousands of resumes. It's important to mirror your language to that in the job posting. The more relevant your keywords are to the job posting, the higher your chances of getting a callback.

If you need help organizing your resume, The One Stop Career Center in Las Vegas is a great free resource to help you with writing the perfect resume. You can reach them at nvcareercenter.org/.

Understandably, not everyone is vying for his or her dream job. Perhaps you are already with a company that you love. No matter what side of the preverbal table you are on, let's spend a few minutes getting Q-1 of 2017 organized to set the tone for the year.



Have a plan. Set short and long term goals for the year.

Whether you're a start-up or an existing enterprise, nothing will lend to your success more than a business plan. Most entrepreneurs shy away from this critical step because they are intimidated by the process or don't know where to start. The first step is to outsource the task (see systems below) and let someone more experienced to do the heavy lifting so you can focus on your business. Your job is to manage the content and make sure your vision comes through.

- Contact your local university or college and seek help from professors/students in the business school.
- Hire a virtual assistant to help. This is a great way to get your business plan done professionally and very inexpensively.
- Work with a consulting company.
- Download a business plan template online.
- Set monthly, quarterly, and yearly goals, and track progress along the way.

Focus on task and time management.

"NOT-to do lists are often more effective than to-do lists for

upgrading performance." – Tim Ferris, 4 Hour Work Week

We are all guilty of boasting in accomplishment after a long day of checking off items on our "to-do" list. Often times these items are low priority, time consuming tasks that aren't generating income. Focus your energy on two or three critical income generating tasks per day. All other tasks should be delegated to an assistant or employee.

Avoid distractions. Regain your most valuable asset (time) with helpful online tools like toodledo.com and rescuetime.com.

Systems! Systems! Systems!

Behind every successful business is an intricate network of systems. Notice I said systems, not people. People can be unreliable, expensive, and replaceable, regardless of skill set or education level. A successful business must rely on as many automated and low management systems as possible to operate efficiently and with minimal effort. These can include sales and marketing funnels, instructional videos and trainings, inventory management, employee handbooks and HR materials, and social media management (such as Hootsuite.com).

Train for a marathon.

Just as a runner is prepping for a marathon he has one goal in mind: speed. Practice and proficiency nets speed and efficiency. Train yourself to maximize each work hour and get more done next hour than you did the previous.

Get involved in the community.

I am a firm believer and advocate of being a servant leader and enriching the community by volunteering and mentoring. Volunteering should always be at the top of your planning list. Not only does it shed a philanthropic light on your brand, you walk away positively impacting your community, fostering new relationships, mentoring future leaders, and helping those less fortunate. Join VYP's Community Outreach Program to get involved.

Vegas Young Professionals is an organization committed to supporting those in our community willing to take risks and pioneer innovation. We are a group of like-minded individuals with the dream to do more. I'm happy to share any insight and encouragement with you or if you have any questions on how to get started or want to share your success story, email me at Marketing@VegasYP.com.

The Final Word

NOVEMBER ACCOMPLISHMENTS

In November, the Metro Chamber gave thanks to businesses and individuals that make Southern Nevada such a vibrant place to live, work, and visit. Through programs like the annual Business Excellence Awards Luncheon and the Customer Service Excellence Luncheon, the Metro Chamber and its partners recognized outstanding organizations and people. In addition, the Metro Chamber continued to provide valuable products and services to its members. Here are just a few ways the Metro Chamber helped its members in November:

- Championed the business community during the 2016 General Election, where Chamber-endorsed candidates had an 88 percent win rate and Question 5, renewing fuel revenue indexing, passed to allow Southern Nevada to invest in critical infrastructure improvements and projects.
- Celebrated the diversity and creativity of the local business community during the Business Excellence Awards, sponsored exclusively by Nevada State Bank, honoring 24 outstanding businesses, as well as six longtime Chamber members celebrating milestone membership anniversaries with Legacy Awards, at MGM Grand Conference Center.
- Held a special post-election Paul Call featuring The Honorable Jon Porter and Fennemore Craig Of Counsel Jesse Wadhams discussing the effect the election results will have on Nevada businesses.
- Recognized outstanding customer service stars with the Las Vegas Convention and Visitors Authority at the Customer Service Excellence Luncheon inside The Orleans Hotel and Casino, including the announcement of the 2016 Customer Service Excellence Person of the Year, Jazz Woodward with the Downtown Grand.
- Mingled with Vegas Young Professionals members during the last VYP Fusion Mixer of the year, inside Montecristo Cigar Bar's state-of-the-art venue at Caesars Palace.
- Connected with fellow Chamber members and dined at Downtown Summerlin's newest restaurants during the debut of the Networking Power Lunch.
- Heard from Justin Weniger, the CEO of the Life is Beautiful festival, during Vegas Young Professionals Bigwig Lunch Time series.
- Championed the Las Vegas small business community by acting as a hub for small businesses to receive promotional materials for their storefronts for Small Business Saturday on November 26.



- Informed members about the Department of Labor Overtime regulations and discussed opportunities for businesses to grow their capital during the Chamber University webinar series.

THE COST OF PEDIATRIC HEALTH



4 out of 5 deaths in children under age 5 are caused by infectious, neonatal, or nutritional conditions

**10,380
PER YEAR**

Approximately 10,380 children under the age of 15 will be diagnosed with cancer in 2016.

5.5%
WITHOUT INSURANCE

5.5% of children under 18 years old don't have health insurance.

Ways to Get Help



Talk with your doctor



Vaccinate your children. Immunizations save lives.



Learn more about Pediatric Health



Save on medications with Nevada Drug Card

Savings with Nevada Drug Card

		RETAIL PRICE	DISCOUNTED PRICE	% OFF
Azithromycin 100mg/5ml	15ml(1bottle)	\$40.34	\$31.49	22%
Montelukast 10mg TAB	30qty	\$36.52	\$33.16	9%
Vigamox 0.5%	3ml(1bottle)	\$187.29	\$162.67	13%
APAP/Codeine 120/12mg	5ml(1pack)	\$18.22	\$6.44	65%
Methylphenidate HCL 5mg TAB	30qty	\$19.90	\$15.27	13%
Mupirocin 2% Cream	15g(1tube)	\$154.82	\$87.05	44%
Dextroamph/Amph 20mgTAB	30qty	\$45.60	\$32.90	28%

*Discounted prices were obtained from Walmart pharmacy in September 2016. Prices vary by pharmacy and region and are subject to change.

For More Information



For more information or to order hard cards, please contact:
Suzanne Domoracki
suzanne@nevadadrugcard.com



Pharmacy Coupon | Prescription

Coupon MBR ID: Enter Year & Time
(Example: Year 2016; Time 9:14; Enter ID 20160914)

RxGRP: NVRX
RxBIN: 610709

Pharmacy Instructions: This card/coupon is pre-activated and can be used immediately. Present this card/coupon to any participating pharmacy to receive a discount on prescription medications.

Pharmacist Instructions: Submit as a primary claim (cannot be processed as secondary) using the following pharmacy processing information. For processing questions and comments please call the Pharmacy Helpline below.

Customer Service: 877-321-6755 Pharmacy Helpline: 800-223-2146

NEVADA DRUG CARD
www.nevadadrugcard.com

This program is not insurance. This is a point-of-sale discount plan.

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A BEGINNING; KEEPING
TOGETHER IS PROGRESS;
WORKING TOGETHER
IS SUCCESS."**

- Henry Ford

Join the Metro Chamber at the annual

State of the Chamber and Installation Luncheon



- featuring -

2017 Chairman of the Board of Trustees

BILL NOONAN

Senior Vice President of Industry &
Governmental Affairs at
Boyd Gaming Corporation

THURSDAY, DECEMBER 8

The Cosmopolitan of Las Vegas

11:30 a.m - Noon: Registration & Networking

Noon - 1:00 p.m.: Program

Members: **\$65** | Non-members: **\$75** | Table of ten: **\$650**

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